



WDAF-TV

ORDER

Print Date 08/13/12 Page 1 of 3

Flight Dates 08/14/12-08/19/12

Contract / Revision 567919 /

Original Date / Revision
08/13/12 08/13/12

Advertiser McCaskill/D/US Senate

Agency Media Strategies & Research

Buying Contact

11350 Random Hills Rd
Suite 670
Fairfax, VA 22030Primary Account Executive
Local WDAF House

Product

August 14-19, 2012

Agency Com 15%

Billing Contact Suzanne Lorimer

1580 Lincoln Street
Suite 510
Denver, CO 80203

Sales Office L-KC

Sales Region LOC

Agency Ref

Order Sep 00:15:00

Estimate # August 14-19, 2012

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes SP-POL PLC POL

Product Codes PL1Bb

Priority DEFAULT

Advertiser Ref

Account Executive Order% Start Date End Date

Local WDAF House 100%

Jeannie Blau %

Order Share 20% Market Value 58125

Competing Station	% of Order	Amount
KCPT	%	0
KCTV	30%	17437
KCWE	%	0
KMBC	30%	17437
KMCI	%	0
KPXE	%	0
KSHB	20%	11625
KSMO	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
August 2012	34	\$9,881.25	\$11,625.00	0.00	07/30/12	08/19/12	34	\$9,881.25	\$11,625.00
Totals	34	\$9,881.25	\$11,625.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	4	08/14/12	08/19/12	M-F 5-530a M-F 5-530a	CM-All	5-530a	--111--	:30	3	\$125.00	3	0.00	NM	3	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	--111--					3	\$125.00		0.00			
N 2	4	08/14/12	08/19/12	M-F 530-6a M-F 530-6a	CM-All	530-6a	--111--	:30	3	\$250.00	2	0.00	NM	4	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	--211--					4	\$250.00		0.00			
N 3	4	08/17/12	08/17/12	M-F 6-7a M-F 6-7a	CM-All	6-7a	----1--	:30	1	\$450.00	2	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	----1--					1	\$450.00		0.00			
N 4	4	08/16/12	08/16/12	M-F 7-9a	CM-All	7-9a	---1---	:30	1	\$450.00	2	0.00	NM	1	\$450.00



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Contract / Revision **567919** Flight Dates **08/14/12-08/19/12**

Hiatus Dates

Original Date / Revision 08/13/12/ 08/13/12

Order Sep 00:15:00

Advertiser **McCaskill/D/US Senate** Product **August 14-19, 2012**

Estimate # **August 14-19, 2012**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	---1---					1	\$450.00		0.00			
N 5	4	08/18/12	08/18/12	Sa 7-9a	CM-All	Sa 7-9a	-----1-	:30	1	\$225.00	2	0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	-----1-					1	\$225.00		0.00			
N 6	4	08/19/12	08/19/12	Su 7-9a	CM-All	Su 7-9a	-----1	:30	1	\$150.00	2	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	-----1					1	\$150.00		0.00			
N 7	4	08/17/12	08/17/12	M-F 9-10a	CM-All	9-10a	----1--	:30	1	\$150.00	2	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	----1--					1	\$150.00		0.00			
N 8	4	08/16/12	08/16/12	M-F 11-1130a	CM-All	11-1130a	---1---	:30	1	\$100.00	3	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	---1---					1	\$100.00		0.00			
N 9	4	08/15/12	08/16/12	M-F 3-4p	CM-All	3-4p	--11---	:30	2	\$100.00	3	0.00	NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	--11---					2	\$100.00		0.00			
N 10	4	08/15/12	08/17/12	M-F 4-5p	CM-All	4-5p	--111--	:30	3	\$300.00	2	0.00	NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	--111--					3	\$300.00		0.00			
N 11	4	08/15/12	08/17/12	M-F 5-6p	CM-All	5-6p	---11--	:30	2	\$300.00	3	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	---11--					2	\$300.00		0.00			
N 12	4	08/15/12	08/17/12	M-F 6-630p	CM-All	6-630p	--1-1--	:30	2	\$400.00	3	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	--1-1--					2	\$400.00		0.00			
N 13	4	08/15/12	08/17/12	M-F 630-7p	CM-All	630-7p	--111--	:30	3	\$300.00	3	0.00	NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	--111--					3	\$300.00		0.00			
N 14	4	08/15/12	08/17/12	M-F 9-10p	CM-All	9-10p	--111--	:30	3	\$750.00	2	0.00	NM	3	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	--111--					3	\$750.00		0.00			
N 15	4	08/15/12	08/17/12	M-F 10-1030p	CM-All	10-1030p	--11---	:30	2	\$750.00	2	0.00	NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	--11---					2	\$750.00		0.00			
N 16	4	08/15/12	08/17/12	M-F 1030-1102p	CM-All	1030-1102p	--111--	:30	3	\$375.00	2	0.00	NM	3	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	--111--					3	\$375.00		0.00			



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Order Sep 00:15:00

Advertiser **McCaskill/D/US Senate** Product **August 14-19, 2012**

Estimate # **August 14-19, 2012**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 17	4	08/18/12	08/18/12	Sa 9-10p	CM-All	9-10p	-----1-	:30	1	\$450.00	2	0.00	NM	1	\$450.00
				Sa 9-10p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	08/13/12	08/19/12	-----1-					1	\$450.00		0.00			
Totals														34	\$11,625.00

WDAF-TV
RECORD OF INQUIRY FOR BROADCAST TIME BY OFFICE OR ON BEHALF OF
CANDIDATE FOR PUBLIC OFFICE

INSTRUCTIONS: This form **must** be completed by WDAF-TV personnel as to **all** requests, both oral and written, for broadcast time to be used by or on behalf of a candidate for public office, **whether or not** the inquiry results in an order being placed. Each completed form must be placed in the Station Public File immediately after it is completed and must be retained in the File for a period of two years.

- (1) Date and time of request: 11 AM 8-13-12
- (2) Name of person making the request: Suzanne Lorimer
- (3) Agency (if any): Media Strategies and Research
- (4) Address of agency: 1580 Lincoln Street, Suite 510, Denver, Colorado 80203
- (5) Telephone number of agency: 303-989-4700
- (6) Name of candidate: Claire McCaskill
- (7) If sponsor is a Committee, name of Committee: _____
McCaskill for Missouri 2012
- (8) Address of Committee: P.O. Box 300077, St. Louis, Missouri 63130
- Email Address: _____
- (9) Telephone number of Committee: 314-918-8100
- (10) Committee officers: Adrianne Marsh
Chairman/Manager

Vice Chairman

Mishelle Sherod
Treasurer
- (11) Is it the candidate's authorized Committee? Yes
- (12) Political Party of candidate: Democrat

(13) Office for which candidate is running: United States Senator

(14) (check one)

X
Federal Office State Office Local Office

(15) Election for which candidate is campaigning: November 2012

(16) Date of election: _____ Primary: 8-7-2012 General: 11-6-2012

(17) Programs or times requested: all

(18) Dates requested: 8/14 - 19, 2012

(19) Length of spot / program time requested: :30

(20) Request made: In writing X Orally _____
(Check one: If in writing, attach and retain)

(21) Station offer: Sent current rate card

(22) Disposition of request: Granted X Not Granted _____
(Check one. If not granted, state reason or reasons in space below. If denied in writing, attach and retain. If granted, attach contract and invoice, when available)

(23) Request for documentation that candidate is legally qualified:

Yes _____ No X (Attach any written documentation received)

(24) Political Disclosure Form submitted to requestor: 2-16-12
Date

Comments (if any) _____

FOX4 - WDAF-TV

Station

Shannie Bran
Signature of Person receiving request on behalf of station

COPY TO: ☐ STATION PUBLIC FILE